

## ENTREPRENEURIAL MOTIVATION – A STUDY ON ASPIRATION TOWARDS ENTREPRENEURSHIP AMONG FINAL YEAR B.B.A., STUDENTS AT SALEM

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### **ABSTRACT**

*Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity, and through the managerial skills to mobilize human, financial and material resources necessary to bring a project to fruition. This paper attempts to know the level of motivation towards entrepreneurship among the final year B.B.A., students at Salem,*

**KEYWORDS:** *Entrepreneurship Development, Motivating People To Become Entrepreneurs, Entrepreneurial Activity To Take Place*